

*Black Recruitment*

20 JAN 1975

MEMORANDUM FOR: Director, National Photographic  
Interpretation Center

SUBJECT : Recruitment at Traditionally Black  
Colleges

John:

1. I have read with interest [redacted] note to you concerning his experience over the past few weeks in working with our recruiters at traditionally black colleges. STAT

2. I have also noted his suggestions of certain practices and techniques he feels will enhance recruitment in general and minority recruitment in particular. I would like to comment briefly on each of them.

3. We have participated in a number of career days at traditionally black schools and will continue to do so. In the main, however, we concentrate our efforts along this line on career days at major universities with substantial black populations. We find that such efforts are more immediately productive from an overall Agency standpoint, yielding well qualified black applicants. In November, [redacted] a young black personnel officer, joined our [redacted] recruiter at a Minority Career Day at St. Louis University. Plans were underway for participation in Minority Career Days to be held at the University of Illinois and Michigan State University on January 22, 23, 24 and January 30 and 31, respectively. The [redacted] who is responsible for these schools, was going to participate in each of these affairs along with one or more black employees. However, as you can appreciate, STAT  
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the current situation in which the Agency finds itself has changed our plans. For at least the next several months we intend to severely limit and closely control participation by Agency recruiters in activities of this nature.

4. Pre-recruitment visits with department heads and opportunities to address classes are, of course, the ideal situation. However, as [ ] has rightly observed, our reduced recruitment force cannot always exercise that luxury.

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5. A brief aural-visual presentation on the Agency is a goal ardently to be desired. We are presently looking into a video tape cassette system in which an overview of an organization and its employment opportunities can be made available to college placement offices for student viewing. Unfortunately, at this time only a limited number of college placement offices are equipped to provide such viewings.

6. Cal has proposed increased personal contact with applicants (presumably in process), perhaps through follow-up letters and/or telephone calls. The present mechanism does provide for 30-day follow-up letters to applicants in process. We would certainly encourage operating officials who have taken an interest in particular candidates to keep it high by occasional phone calls. We would, however, add the caveat that before such a call, the official should make himself fully aware of the status of the applicant case; (there is nothing quite so embarrassing as to encourage an applicant at the very moment that a Security or Medical "flag goes up" on the applicant.


7. Cal must have misunderstood the situation regarding brochures and flyers available for distribution. While we are presently at work on a new one, we have an abundant supply of professional brochures as well as posters and flyers aimed specifically at NPIC requirements (see attachments).

8. It is true that there are many traditionally black campuses we do not visit, mainly because they have neither academic offerings nor a level of scholastic excellence that would make their graduates competitive with the many other applicants for the very few Agency positions actually available. We do not

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slight the black campuses, but we do concentrate our recruiting resources on major universities with substantial black populations both at the undergraduate and graduate levels. At least 70 percent of the total black student enrollment is found in these institutions.

  
F. W. M. Janney  
Director of Personnel

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